

Executives Aid Regions' Sales Plans

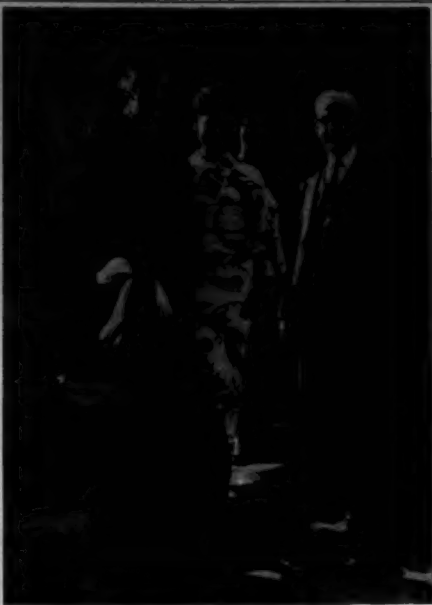
Detroit Office—Fred K. Nieman, vice-president in charge of store management and operations, and Ervin E. Wardlow, sales director, will carry the message on store operation, the sales and advertising plans for fall and Christmas direct to district managers and regional officers who will be convening at their regional offices in early September.

The district managers will meet for two days. Mr. Nieman and Mr. Wardlow will attend each session for the greater part of one day.

"Naturally, our greatest emphasis will be placed on the big holiday selling season," stressed Mr. Wardlow. "We will give a special push to the company's new Christmas advertising program, particularly on buy promotion and best sellers in gift merchandise. We will also tell district managers and regional officers about our line-up of competitively priced items which are equal in price or lower than those offered by discount houses and cut-rate drug stores. For the Christmas promotion, we intend to place emphasis on gift items from every department and strong seasonable promotion."

These regional district managers' meetings replace the Detroit office district managers' meeting usually held in August. Mr. Wardlow explained, "Mr. Nieman and I will take the message to the district managers and regional officers. Each region will be expected to carry out its fall and Christmas promotions and operations. This is a continuation of our decentralization move—placing the success of fall and holiday sales on the shoulders of each regional office where it rightly belongs."

"The Detroit Office sales department is more and more a coordinator between regional men and buyers. The continued expansion of the Kresge chain makes such decentralization necessary if promotions are to be effective in stores throughout the nation."



H. H. Lander Wins Bonus Award



Detroit Office—Harry H. Lander, Jr., junior assistant at Store 627, Chicago, Ill., is 1961's second winner of the Suggestion System's \$50 Quarterly Bonus Award.

Harry suggested that boxes of greeting cards for the "Card-A-Rama" promotions be stamped

"Card-A-Rama" to avoid confusion with regular stock. The Suggestion Committee deemed Harry's suggestion the most valuable idea submitted in the second quarter of 1961.

George C. Hill, card buyer, reported that at no extra charge the card suppliers will stamp "Card-A-Rama" on the boxes of cards slated for these promotions. This will make separating promotional stock from regular stock much easier and much faster, continued Mr. Hill. Time saved is money saved, he stressed.

Harry is now in competition with Grace Stevens for the \$100 Yearly Special Bonus Award to be given to one of the four Quarterly Bonus Award winners at the end of 1961. Grace, Store 46, Providence, R.I., won 1961's first Quarterly Bonus Award for suggesting the company run a jewelry department "Pearl-O-Rama."



Well, fancy meeting you have! Three well known Kresge retirees discuss their travels after an unexpected chance meeting in Hong Kong, China. They are, left to right: Garret P. Primoni, former manager of Store 18, Reading, Pa.; Arthur S. McPike, former district manager; and Otto J. Gaul, former manager of Store 63, Breckton, Mass. Mr. McPike and his wife met the others while touring the Orient as part of an around-the-world cruise. The background scenery shows part of the Miramar Hotel and its grounds.

During his tour of the Orient, Mr. Gaul, also a famous photographer, focused his lens on Mr. and Mrs. Tom O'Connor and two Japanese acquaintances. Mr. O'Connor is the Kresge import representative in Japan and he and his wife have lived in that country for many years.

Chain Store Age Honors District Manager Valley

Raymond E. Valley, Midwestern regional district manager, was singled out as a career builder by the retail trade magazine Chain Store Age in the first of a series of articles initiated to honor men making outstanding contributions to variety's future.

Introducing the new Career Builder Award series, Chain Store Age stressed, "Variety chains know that today it is just as important to yield a profit in people as in dollars. More efforts are being put into the development of leaders at the store level. And it is more and more the job of the store manager, as front-line executive, to mold and shape the managers and executives of tomorrow."

The theme of the story written about Mr. Valley is expressed in the headline, "He taught me to be organized."

Chain Store Age interviewed many of the men with whom Mr. Valley has associated during his 11 years with the company.

Manager Edwin T. Daisley, Store 1, Detroit, Mich., told Chain Store Age reporters, "He (Mr. Valley) had the girls doing their own buying and getting a kick out of it." Five years ago Mr. Valley was Mr. Daisley's senior assistant.

Chain Store Age wrote, "More than a score of Kresge men have worked under Ray Valley since he managed his first store in Detroit in 1950. Most of them are managers or well on their way to becoming managers today because of what they learned under him."

The Chain Store Age article continued with quotations of praise for Mr. Valley from some of his men.

"Ray has a knack for getting along with people. But more important, he has the ability to transfer his enthusiasm to those who work under him."—Allen G. Smith, manager of Store 4518, Detroit, Kresge's first discount store. Mr. Smith worked under Mr. Valley in 1960.

"Ray taught me the importance



of being organized. He didn't depend on memory and made notes on everything."—Robert E. Lutz, manager of 352, Detroit, who served his assistantship under Mr. Valley.

Chain Store Age rounds out its article with a quote from W. E. Sturges, vice-president in charge of personnel, who pointed out, "The real secret of Ray's success is his ability to organize people and pass on his methods. He's no one-man band but a team player all the way."

Anniversary Celebrants Visit Detroit Office

Detroit Office—The company hosted nine 25-year service celebrants at the Detroit Office in June.

The group received 25-year gifts, plaques and pins from executives gathered in the office of President Harry B. Cunningham.

A tour of the Detroit Office, luncheon, dinner and sight-seeing on the town rounded-out the two days of festivities.

The celebrants were Carolyn Cirrillo, 441; Margaret Riffe, 79; Martha Suter, 69; Sue McDaniel, 79; Wanda VanArkel, 77; Viola Wilkins, 296; Helen Skinner, 630; Edna Switzer, 272; Elizabeth Carlin, 79.

A special guest was the mother of Carolyn Cirrillo.

OPERATION GROWTH



Research and Development Committee members have their initial meeting June 26 and 27 at the Detroit Office. The group was formed by President Harry B. Cunningham to stimulate further company innovation. Chairman Robert E. Dever, assistant to the president, indicated that preliminary studies involved work simplification at store level but the 15 men committee welcomes and will study all proposals submitted for improved or expanded company operations.